

UDAF WINS GRANT TO PROMOTE ORGANIC LAMB

Utahns who dine out this year will get the chance to sample some of the state's first organically grown lamb, thanks to a grant just awarded to the Utah Department of Agriculture and Food (UDAF).

Commissioner Cary G. Peterson announced today that the U. S. Department of Agriculture's Agricultural Marketing Service (AMS) awarded a \$44,000 grant from to the UDAF to promote the sale of organically grown lamb produced in Utah and the Rocky Mountain region.

"I am pleased that Utah is one of only a handful of state's awarded this important marketing grant," said Commissioner Peterson. "This grant will help Utahns experience this new organic product, and open up a new market for Utah agriculture," he added.

With 400,000 head of sheep in Utah in 1999, the state ranks sixth in the nation in the number of sheep produced.

UDAF's Marketing Director, Randy Parker says the lamb will be offered to chefs at various hotels and gourmet restaurant in the Salt Lake City area later this year.

"Lamb is a popular gourmet menu item throughout the world, and we are happy to bring Utah's high quality lamb to some of the better known dining establishments along the Wasatch Front," Parker said.

"This program is also intended to offset some of the economic damage done to Utah sheep ranchers by the importation of artificially low-priced lamb," he added.

Former Agriculture Secretary, Dan Glickman, announced late last year that marketing and promotional funds were available for innovative projects. The funding is a direct result of the ruling in February 1999 of the U.S. International Trade Commission that a surge of low-priced imported lamb was causing the threat of injury to U.S. lamb producers.

"These additional marketing and promotion efforts are an integral part of the assistance measures developed

at the request of the President to help the U.S. Lamb industry achieve long-term, sustained competitiveness," said Glickman.

The UDAF award will fund the project aimed at developing a market for Utah and Rocky Mountain Organic Lamb. At a marketing meeting held as part of the American Sheep Industry meetings held in Reno, Nevada in January, Clark Willis, president of the Utah Wool Grower's Association, shared the project with others from the lamb industry who had also received grants.

Those involved with the project include Kim Chapman, USU Extension Agent, Seth Winterton, Compliance Officer for the UDAF, who will interface with lamb producers and Richard Sparks, Marketing Facilitator, who will be project administrator.

Utah recently adopted new organic standards that will govern the production, sale and labeling of organically grown agricultural products.

UTAH AG NEWS

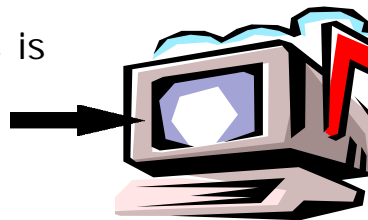
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Save Your Livestock Brand Renew Before March First

Livestock Brand Renewal Nearing Completion

Livestock owners who wish to renew their brand for \$30 have until February 28, 2001 to complete the process. If brands are not renewed by the February deadline, owners will be charged \$50 to register their brand, and face the possibility of losing their brand to another owner.

Owners of cattle, sheep and horses are required by law to renew their brand or ear marking every five years. The Utah Department of Agriculture and Food (UDAF) sent out renewal notices to the 28,000 registered brand owners in the state last year. Livestock owners who did not receive a notice or misplaced their notice should contact Arlene at the UDAF at: (801) 538-7137 or email at: agmain.athatche@state.ut.us

"Nearly 4,000 brand owners have not renewed their brand," said Terry Menlove, Brand Bureau Chief for the UDAF. "We have extended the traditional December 31st deadline to February 28th of this year, with the

hopes we can get the remaining owners to renew before their brand expires," he added.

If a brand expires it becomes available for someone else to claim. Under Utah law, any livestock that grazes on open range must be identified through a brand. It is also unlawful to brand livestock with unregistered brands or earmarkings.

The UDAF has extended the deadline for brand renewal, but once February 28th passes we must charge \$50 to reregister that brand Menlove said.

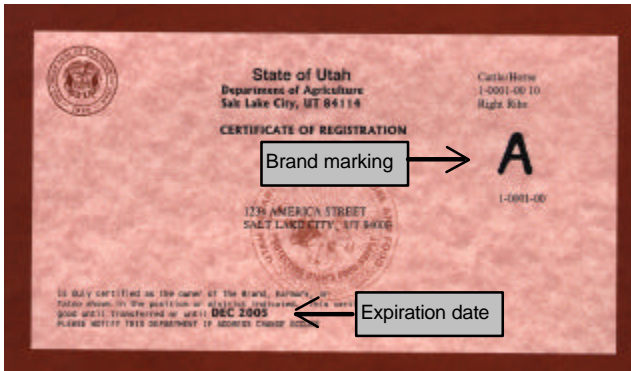
A brand is an animal's only return address

Last year the UDAF returned 1,780 head of lost cattle, sheep and horses to their owners. The value of those returned animals is put at \$1.3 million.

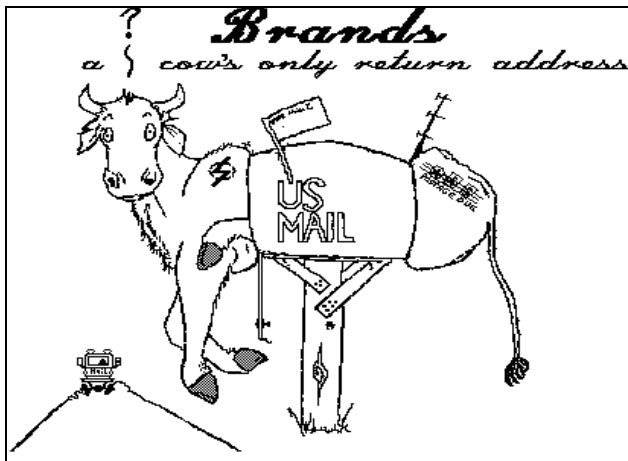
"Keeping your brand current can save owners thousands of dollars and prevent any confusion of ownership should the animal wonder away," Menlove said.

The new certificate of registration is salmon or tan color and carries a December 2005 expiration date in the bottom left corner. The UDAF issues a 5" by 8" sized certificate as well as a smaller wallet-sized version.

Please check your certificate of registration to confirm it is current.



A livestock certificate of registration is current if it has a December 2005 expiration date. More than 4,000 Utah livestock owners have not renewed their brand certificate and face possible loss of their brand.



Winner!

The Dairy Farmers of Utah awarded its "Service to Industry Award" to UDAF Regulatory Services Director, Kyle Stephens at the industry's 2001 Dairy Convention Jan. 26. Stephens was recognized for his many years of service to the dairy industry. During Stephens' 26 years with the UDAF, he has helped educate farmers about dairy regulations, and participated on various dairy boards.

Stephens is a graduate of Utah State University where he earned a bachelor's degree in animal science. Upon graduation he joined the Utah Department of Agriculture where he now serves as Director of the Division of Regulatory Services. The division oversees the implementation of various regulations that govern the dairy as well as numerous other industries.

The Dairy Farmers of Utah also awarded the Matthew Chappell family of Wayne County with the Governor's Award, and Rulon Gammon was selected to receive the Distinguished Dairyman Award.